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End-Users Survey Prod - Gen.

Modification of our end products in response to what we know end-user reaction to be.

A. NIS Chapter II
B. Map Intelligence Review
C. Escape and Evasion Studies
D. Target studies (regional)
E. External research - Soviet Geodesy & Cartography
F. NIS Base maps
G. Substantive maps & charts for reports Geog - Econ - Scientific - OCI - ONE.
H. Photo Intell. reports -
I. Photo Intell. Technical Assistance and support.

Question validity and effectiveness of an end user survey - which only achieves a one spot reaction to the most remembered product.
There needs to be joint agreement between producer and user as to the type of product to be put out.
Should be a continuing process of establishing a market - determining what motivates the request for or the adv establishment of a project - and then a working out together of the types of project that is needed (for a justifiable program) and the best possible use of the facilities of the producing unit.

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Analogous to a business which has to take the leadership in determining what people want as well as what they need and may not realize they need.

Should question whether the "get prepared work" should be published or just held in readiness for the publishing & dissemination of a few items that can be done in response to real requirements.

Working under the onus of "putting out something to show for the number of people we have.

A category of end result of research and intelligence work must be established to fully recognize that much of the gathering together of basic information for thorough understanding and background need not be published in official form. Too much glib justification of publications on the grounds that it will be useful to other working level people. Must guard, however, against hiding results of research.

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Task force or committee consideration of all factors - data of recognized intelligence problems and the systematic reporting of findings in summary form would accomplish the end purpose. Analysts could keep surveillance over what is going on.

Intelligence work as it is organized today seems to go on the theory that if you have enough people doing enough different things you can't help but provide for the coverage that is required. It would be interesting to know how much of what has come out of this kind of effort in the form of publications will ever be of use when the chips are down.

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